



RECEIVED
CENTRAL FAX CENTER
JUN 01 2007

Fax

☐ Urgent☐ Return reply requested☐ Original will be sent as confirmation

To: U.S. Patent and Trademark Office

Date: June 1, 2007

Attention: Arthur Duran

Re: Appl. No. 09/864,293; Filed 05/25/01

From: Michael Q. Lee/Omar Amin

For: Interactive Advertisement
Mechanism on a Mobile Device
Inventors: AUFRICHT *et al.*

Pages (including cover sheet): 2

Your Reference: 09/864,293

Fax No: 571-273-8300

Our Reference: 1933.0010008

Message

Certification of Facsimile Transmission

I hereby certify that this paper is being facsimile transmitted
to the Patent and Trademark Office on the date shown below.

Louis Neves
Name
Date: 6-1-07

If any portion of this transmission is not received clearly or in full,
contact us at 202.371.2600 or f 202.371.2540

This message is intended for the exclusive use of the individual or entity to which it is addressed. The message may contain information that is privileged, confidential, or otherwise exempt from disclosure under applicable law. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution, copying or use of this communication in any way is strictly prohibited. If you have received this communication in error, please call us collect immediately, and return the original message to us at the above address via the U.S. Postal Service.

Sterne, Kessler, Goldstein & Fox P.L.L.C. : 1100 New York Avenue, NW : Washington, DC 20005 : 202.371.2600 f 202.371.2540 : www.skgf.com

JUN 01 2007

Approved for use through 03/31/2007. OMB 0651-0031
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Applicant Initiated Interview Request Form

Application No.: 09/864,293Examiner: Arthur DuranFirst Named Applicant: Michael E. AufrechtArt Unit: 3622

Status of Application: _____

Tentative Participants:

(1) Michael Lee(2) Omar Amin

(3) _____

(4) _____

Proposed Date of Interview: 6/5/2007Proposed Time: 11:00 (AM/PM)

Type of Interview Requested:

(1) ☐ Telephonic(2) ☒ Personal(3) ☐ Video ConferenceExhibit To Be Shown or Demonstrated: ☐ YES

If yes, provide brief description: _____

☒ NO

Issues To Be Discussed

| Issues (Rej., Obj., etc) | Claims/ Fig. #s | Prior Art | Discussed | Agreed | Not Agreed |
|--|-----------------------------|------------------------------|--------------------------|--------------------------|--------------------------|
| (1) <u>Rei</u> | <u>claims 1, 16, 46, 53</u> | <u>Prior Art Shaw et al.</u> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (2) _____ | _____ | _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (3) _____ | _____ | _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (4) _____ | _____ | _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> Continuation Sheet Attached | | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Brief Description of Arguments to be Presented:

References cited by the Examiner do not render the claimed invention unpatentable.An interview was conducted on the above-identified application on _____
NOTE: This form should be completed by applicant and submitted to the examiner in advance of the interview (see MPEP § 713.01).

This application will not be delayed from issue because of applicant's failure to submit a written record of this interview. Therefore, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible.

Applicant/Applicant's Representative Signature _____

Examiner/SPE Signature _____

Typed/Printed Name of Applicant or Representative _____

Registration Number, if applicable _____

This collection of information is required by 37 CFR 1.133. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 21 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.